



Why mentor at  
Qatar SportsTech?

# Welcome

Welcome to Qatar SportsTech- the leading sports accelerator in the middle east. The program is operated by Startupbootcamp, one of the leading accelerator programs in the last decade.

- One of the core values of our Qatar SportsTech program is connecting startups with mentors, who volunteer to work with startups
- For us, our mentors are esteemed members of a close-knit community. We work hard to make mentors feel valued and important
- We connect mentors with startups based on relevance. We do not connect for the sake of connecting. We will safeguard mentors from being connected to less relevant startups and vice versa.

# Why do mentors mentor?

*“One of the greatest values of mentors is the ability to see ahead what others cannot see and to help them navigate a course to their destination.”*

— **John C. Maxwell**

# Why do mentors mentor?

Mentors take part in our Qatar Sportstech program, for a variety of reasons. Some motivations have been stated below

1. **Give back** - 'paying it forward' - because someone typically helped them get off the ground as well
2. **Sourcing Investments** - often angels and VC's mentor to both add value and invest in teams
3. **It's fun** - mentors often find working with startups as a rewarding, fun, and invigorating experience
4. **Testing new ideas** - they can test ideas that are not possible in their own (corporate) environment
5. **Help the Ecosystem** - mentors are often motivated to help improve their local startup community
6. **Networking** - connecting with other mentors is typically overlooked, but is often an extremely important and a reason to continue mentoring
7. **Source Innovation** - mentors look at startups as the cutting edge, and want to 'peek into the future'

# Mentor Expectations



## **How many startups will I mentor?**

When becoming a mentor for Qatar SportsTech, we will connect based on relevance of skills, expertise, industry or network. We do not follow the 'mentor overload' protocol- we wish for the mentors to be connected with relevant, individual teams that have a specific need that fits with the mentor's profile.



## **How much time will I be mentoring?**

This completely depends on the relation with the teams. We have seen mentors become advisory board members, we have seen mentors only connect once with a team. Relations and relevance can not be forced- if the 'connection' is there, it will be both mentor and startup determining how you would take the relation forward. Both need to be open and transparent about this from scratch.



## **Can I reach out to the startups as well?**

Of course! We encourage startups to meet with many mentors, and we encourage mentors to engage with many startups. The ultimate goal is a mutually beneficial relationship that will only grow in the future.

# Advisory vs Expert Mentor

We distinguish 2 type of mentors. Be the one that fits with your goals/ambitions

## Advisory Mentors

### 1:1 Relationship

#### Work closely with startups

Each startup will choose 2-5 advisory mentors who will work hands on with them throughout the program

#### QST Advisory Board Members

We advice our teams to design specific advisory board members throughout the program, and of course, after the program as well

## Expert Mentors

Network	Expertise
Industry	Feedback

#### An ad-hoc relationship

Expert mentors may work with one or more startups on an ad-hoc and often lighter touch basis

#### A wide network of connections and expertise

Expert mentors are able to support with niche advice, troubleshooting, education and/or introductions

# Frequently Given Answers

1. We always welcome you to come to Qatar, but no need to fly out
2. No, we do not work with mentors that are in it for deal-making (consultants/service providers)
3. Yes, you will always have access rights to our demo-day and be part of the mentor, partner and investor community
4. There is no financial compensation for mentoring startups
5. Yes, you are at liberty to formalize your role with any startup in an agreement (becoming part of the advisory board)
6. By no means, you 'report' to us. We are happy to facilitate meaningful connections between you as a mentor and the startups in our program

# Thanks for becoming a mentor!

If you have any further questions, please contact:

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